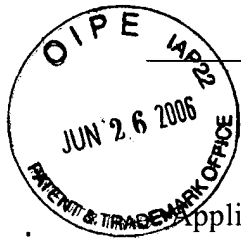


TFW 2623

Please Direct All Correspondence to Customer Number **26332****AMENDMENT / RESPONSE TRANSMITTAL**

Applicant : Russell M. Krapf

App. No : 09/608,819

Filed : June 30, 2000

For : SYSTEM FOR DISPLAYING VIDEO  
DATA HAVING A PROMOTION  
MODULE RESPONSIVE TO A  
VIEWER PROFILE TO ENTICE A  
VIEWER TO WATCH A PREMIUM  
CONTENT

Examiner : Ngoc K. Vu

Art Unit : 2623

**CERTIFICATE OF MAILING**

I hereby certify that this correspondence and all marked attachments are being deposited with the United States Postal Service as first-class mail in an envelope addressed to: Mail Stop Amendment, Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450, on

June 20, 2006

(Date)

Bruce S. Itchkawitz, Reg. No. 47,677

**Mail Stop Amendment**

Commissioner for Patents

P.O. Box 1450

Alexandria, VA 22313-1450

Sir:

Transmitted herewith for filing in the above-identified application are the following enclosures:

- (X) Response to March 23, 2006 Office Action in five (5) pages; and
- (X) Two (2) return prepaid postcards.

The fee has been calculated as shown below:

FEE CALCULATION				
FEE TYPE		FEE CODE	CALCULATION	TOTAL
Excess Claims	25 - 27 = 0	1202 (\$50)		N/A
Excess Independent	2 - 3 = 0	1201 (\$200)		N/A
Multiple Claim	1.16(j)	1203 (\$360)		N/A
1 Month Extension	1.17(a)(1)	1251 (\$120)		N/A
2 Month Extension	1.17(a)(2)	1252 (\$450)		N/A
3 Month Extension	1.17(a)(3)	1253 (\$1,020)		N/A
			<b>TOTAL FEE DUE</b>	<b>0</b>

Docket No.: K35A0627/LQM 1728-2001 (WESDIG.020A)

June 20, 2006

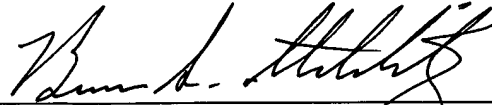
App. No.: 09/608,819

Page 2 of 2

Please Direct All Correspondence to Customer Number **26332**

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Please charge any additional fees, including any fees for additional extension of time, or credit overpayment to Deposit Account No. 11-1410.



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Bruce S. Itchkawitz  
Registration No. 47,677  
Attorney of Record  
Customer No. 20,995  
(949) 760-0404

2696568  
062006

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE



Applicant : Russell M. Krapf  
Appl. No. : 09/608,819  
Filed : June 30, 2000  
For : SYSTEM FOR DISPLAYING VIDEO  
DATA HAVING A PROMOTION  
MODULE RESPONSIVE TO A  
VIEWER PROFILE TO ENTICE A  
VIEWER TO WATCH A PREMIUM  
CONTENT  
Examiner : Ngoc K. Vu  
Group Art Unit: 2623

**RESPONSE TO MARCH 23, 2006 OFFICE ACTION****Mail Stop Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Dear Sir:

In response to the March 23, 2006 Office Action, Applicant requests the Examiner to reconsider the above-identified patent application in view of the following remarks.

**Remarks:** Begin on page 2 of this Response.